

**The hole truth.**



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Want to know the truth behind Parliament Lights great taste? It's the hole behind our cigarette.

That quarter-inch of nothing keeps your lips from touching the tar that builds up on the filter.

Flush filters can't do that.

Which is why Parliament Lights are so tastefully light.

And that's the truth. The hole truth. And a quarter-inch of nothing but.

Soft Pack: 8 mg "tar," 0.7 mg nicotine—(tar: 8 mg "tar," 0.6 mg nicotine—100 & 11 mg "tar," 0.9 mg nicotine av. per cigarette, FTC Reg. Mar '81).



Only Parliament Lights has the famous recessed filter.

Available in Soft Pack, Box and 100's.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

